

The Enterprise View:

*Maintaining Momentum in a
Weak Economy*



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Maintaining Momentum in a Weak Economy

- **The eGovernment landscape in 2002**
- **Thinking differently**
- **Efficiency is the 'e' in eGovernment**
- **The most important driver of eGovernment success**
- **Benchmarking & best practices: What's working?**
- **Key success factors**
- **Questions & answers**



Question:

Is the economy a momentum builder or a momentum killer for your eGovernment initiatives?

The eGovernment Landscape in 2002

- **45 states** reported **budget deficits** in excess of **\$50 billion** this year
- In 2003, **state budget shortfalls** are expected to hit **\$75 billion**
- At the same time, **availability of eGovernment** continues to grow:
 - **37 states** currently have at least one **end-to-end interactive service**
 - In 2002, NIC's **17 partner states** have launched more than **130 new applications**
- **Citizen & business demand** for online services is also **increasing**

Thinking Differently about eGovernment Funding

How can state agencies & departments develop eGovernment services in this economy?

1. **Spend money for outsourcing**

Challenges: There's simply **not much money** to spend, and **funding may disappear** before key projects are finished.

2. **Build services in-house**

Challenges: **Technical resources** are frequently in **short supply**, and governments often have **competing priorities**.

3. **Use a self-funding solution**

Benefits: Leverage a **proven business model** to deliver eGovernment services at **minimal cost**.

Thinking Differently About Politics, Processes, and People

- **Where's the political win for eGovernment?**

Remember that **nobody** has ever been **elected** for **raising taxes** or **spending money** on **behind-the-scenes technology**.

- **What does eGovernment really mean?**

Focus on services that **constituents see & use** – **not back office solutions** and **never-ending consulting** projects

- **It's all about technology, right?**

Technology is a **means to an end** – **not the end in itself**. eGovernment **leverages technology** to **generate efficiencies** for constituents and government users.

Efficiency is the 'e' in eGovernment

Citizen & Business Motivators

- They **don't** want to deal with government.
- Familiar constituent refrain: **“Help me to work smarter, not harder.”**
- Quite simply, they want **online solutions** that are:
 - Simpler
 - Faster
 - Cheaper
 - Available 24/7

Government Motivators

- Benefits of **cross-agency collaboration**:
 - Shared technical personnel
 - Shared platforms & software
 - Faster launches and simpler access to services
- Seize the opportunity to **“grab the savings:”**
 - For example, a new online health care database lookup **delivered \$500,000 in savings** in Virginia

The most important driver of eGovernment success

Online government is not a Field of Dreams...



HINT: If you build it, **they won't come** – unless you market it properly.



Adoption is the most important driver of eGovernment success

- The marketplace is **filled with noise** – the only way to **attract users** is to **develop marketing campaigns**:
 - Targeting industry associations and heavy user groups
 - Advertising in trade publications
 - Media relations
- Take advantage of **existing government communication channels**:
 - Printing URLs on renewal notices
 - Linking online services to related Web sites
 - Encourage officials to become eGovernment evangelizers
- Ensure that **internal audiences** (government decision-makers, influencers, and users) understand and can **communicate the benefits** of eGovernment.
- **HIGHER ADOPTION = HIGHER TAX REVENUES:** In the first eight months, RI.gov generated an **additional \$1.5 million in statutory fees** through **increased adoption** of Rhode Island's online driver's license records

Benchmarking & best practices: What's working?

New state eGovernment services from around the country:

- Iowa's **integrated county property tax system**: Payments to 70 of 99 counties available through a single state-run Web site
- Oklahoma's **retirement system benefit lookup system**
- Nebraska's comprehensive **business services portal**
- **Wireless portal** applications & **live online customer service** in Virginia
- 50+ **professional license renewals** through a single site in Tennessee
- Indiana's **limited criminal history searches**
- **Unclaimed property searches & reverse auctions** in Arkansas

Benchmarking & best practices: What's working?

A range of solutions with extraordinary adoption results:

Maine.gov

UCC filings - 79%



Police records - 71%



Hunting & fishing licenses - 66%



Patient eligibility verification - 56%



Building permits - 37%



Professional license renewals - 33%



Income tax payments - 11%



Vehicle registration renewals - 9%

- Develop a **legislative mandate** for eGovernment:
 - Protect revenue streams
 - Maintain/increase statutory fees

- Foster an **entrepreneurial environment** that encourages **application development**
 - Empower state agencies & departments

- Keep it **simple and consistent** -- maintain a **common look & feel** for all state government sites

- Find ways to increase **intergovernmental cooperation**
 - Constituents want fast & easy solutions, and they don't want to understand the structure of government

- Treat eGovernment as a **business proposition** and focus on **practical, value-added projects**
- Advocate an **enterprise-wide approach** by **eliminating redundant “stove pipe”** efforts
- Remember that state & agency **size is not a limiting factor**:
 - Virginia, Maine, Indiana – 2002 Best of the Web winners
 - Kansas – 2001 Digital State Survey winner
 - Idaho – 2002 Best of the Web finalist & 2001 DSS honoree
- **Talk to your users** -- Gather feedback from **major audiences** so you can **build eGovernment services** that constituents **actually want**
- Foster **intergovernmental teamwork** by working proactively with your **CIO** and the **governor’s office**

How can we help maintain your eGovernment momentum?

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Questions & Answers